

# MIATCO and Food Export USA - Northeast Present

## The London Wine Promotion

### May 17-19th, 2005



#### What is the London Wine Promotion?

MIATCO and Food Export USA are offering wine producers in the Midwest and Northeast an exciting, and affordable, opportunity to showcase their products at the London International Wine and Spirits Show.

Participating in this promotion will provide your company with:

- A 5' x 5' booth to showcase your wines at the show. The booth will be located in the Midwest/Northeast Wine Pavilion
- Space for wine storage.
- A hostess to assist during show hours.
- Pre-show promotion of your wines to the European trade.

The registration fee for the above services is \$1,000.

#### Can I Offset Some Of My Expenses?

Yes! You may be eligible for 50% cost reimbursement for certain travel expenses and participation fees through MIATCO and Food Export USA's **Branded Program**. To be eligible you must first apply and be approved. For more information please contact us or log onto [www.brandedprogram.org](http://www.brandedprogram.org)

**Registration Deadline**  
**January 31, 2005**

**Space is limited to 10 Companies so  
reply today!**

#### Who are MIATCO and Food Export USA?

The Mid-America International Agri-Trade Council (MIATCO) and Food Export USA - Northeast are private, non-profit associations that offer services to help U.S. food and agricultural companies promote their products in various countries.

#### For More Information on the London Wine Promotion fax This form to 312/334-9230

Company

Contact Name

Title

Address

City

State

Zip Code

Phone

Fax

E-mail

Target Markets

#### London International Wine and Spirits Fair May 17-19th, 2005 London, England

Now in its 25th year, the London International Wine and Spirits Fair is the world's largest tasting event dedicated to the wine trade. Over 1,200 companies are expected to exhibit at the 2005 show and the number of visitors will exceed 16,000.

Buyers attend from all over the United Kingdom as well as from 65 countries around the world. Approximately a quarter of all visitors are international with most coming from Europe, so your exposure to the world market is significant.

For more information on the show, please visit [www.londonwinefair.com](http://www.londonwinefair.com)



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